

Scottsdale/Arizona

# Design Guidelines and Development Framework for the ASU-Scottsdale Center for New Technology and Innovation and the Surrounding Area

City of Scottsdale

Ad Hoc Citizens Advisory  
Working Group

U R B A N   D E S I G N   A S S O C I A T E S

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# Vision & Guiding Principles

## Vision & Guiding Principles

### Vision

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The ASU-Scottsdale Center for New Technology and Innovation (ASU-Scottsdale Center, or Center) is envisioned as a world class “assembly point” of knowledge and technology business. More importantly, the Center is envisioned as a catalyst for the renaissance of the entire Scottsdale Road/ McDowell Road corridor. As Arizona State University President Michael Crow has stated: “The Center will be a place where research interfaces with economic development, technology and innovation, and education engages with the local community.” The City of Scottsdale, ASU, and ASU Foundation (ASUF) will work together with the community to ensure the technology development and innovation role envisioned for this Center comes to fruition. To help achieve that end, the Ad-Hoc Citizens Advisory Working Group has established the following Guiding Principles for the ASU-Scottsdale Center and the Scottsdale/McDowell Area. These are guiding principles and will be applied to the Center, taking the missions of the ASUF and the City into consideration.

### 1. Create Balance of Land Uses and Relationships between Parcels

- Interconnect the ASU-Scottsdale site with Los Arcos Crossing, surrounding retail, and other commercial and residential areas.
- Anticipate the Los Arcos Crossing redevelopment when creating ASU-Scottsdale Center plans for development.
- Create positive relationships and transitions, including scale and proportion, to existing residential areas.
- Promote a mixed-use environment and the desired high-activity level in the area (e.g. office/research, retail, hotel, cultural/civic, open space, multi-use parking, and a variety of housing, including mid-density lofts or townhouses).
- Encourage residential uses in the properties adjacent to the ASU-Scottsdale Center and in the surrounding area.
- Provide parking that is sufficient for uses, but ensure that it is not a dominant feature on the site or in the surrounding areas.

## **2. Encourage Meaningful Open Space and Public Uses**

- Provide a sense of place and focus for the area including the concept of an urban oasis.
- Create public spaces that are amenities for employees and the community.
- Require appropriate landscape setbacks along major roadways.
- Create a pleasant, pedestrian-friendly, urban environment that includes walkways that are shaded, safe, accessible, well-lighted, and convenient.
- Create indoor and outdoor gathering places for the community.
- Encourage access and use of the public outdoor areas on the site.

## **3. Facilitate Mobility and Interconnectivity**

- Create safe and convenient connections between Los Arcos Crossing, Indian Bend Wash, Papago Park, and surrounding neighborhoods using all transportation modes, including neighborhood transit circulators.
- Ensure that pedestrian paths are safe (including lighting where appropriate), convenient and clearly identified.
- Improve east/west and north/south connections through better accessibility and wayfinding.
- Recognize and preserve the role of McDowell and Scottsdale Roads as an existing major auto and transit corridor which also creates safe and inviting pedestrian crossings.

- Preserve and enhance Scottsdale Road as the future high capacity transit corridor.
- Strengthen bicycle connections and establish the area as an employment bicycle commuter center by incorporating bicycle parking in parking lots and in buildings.
- Enhance pedestrian traffic and a more intimate environment along the neighborhood access streets (e.g. 74th Street) by using roadway markings, narrower streets, and potentially on-street parking.
- Capitalize on the location of the ASU-Scottsdale Center recognizing the proximity of the 101 and 202 freeways and enhancing the gateway experience from the freeways to this area.

## **4. Demonstrate Scottsdale's Continued Commitment to Quality**

- Make the ASU-Scottsdale Center a landmark project that will establish and encourage the same aspirations and goals for the surrounding area.
- Ensure that when the project, including design and building materials, is progressive, that it is also complementary to surrounding areas.
- Design for year round outdoor climate considerations (i.e. extensive shade in the summer, sunny spaces in the winter).
- Integrate public art into the project.
- Capitalize on views of Camelback Mountain and the Papago Buttes.
- Market and celebrate the unique assets and charm of this area and surrounding neighborhoods.

- Ensure that the ASU Scottsdale site is well maintained during the construction and phasing periods.

#### **5. Exemplify Environmental Sustainability**

- Commit to the achievement of LEED Standard certification throughout the ASU-Scottsdale Center project.
- Create an environmentally outstanding project, which incorporates and applies green-building principles throughout the area.
- Create development that embodies the foresight and flexibility to withstand economic cycles, providing longevity into the 22nd century.

#### **6. Promote Social and Economic Vitality of the Site and the Surrounding Area**

- Re-establish the prominence of the Scottsdale/McDowell intersection as the core crossroads of the southern Scottsdale area.
- Promote connections between north to downtown Scottsdale, and south to ASU Main Campus, to cultivate synergy.
- Foster and strengthen the relationship among the Scottsdale Unified School District, other educational entities, ASU, and the City.
- Encourage designation of space for technology-related events, conferences, meeting, and public gatherings.
- Establish the Center as a catalyst for revitalization; apply strategies of phasing, quality, and, placement of buildings on the site to leverage reinvestment throughout the area.

- Strive for a vibrant, diverse mix of retail, employment, and other uses in the area.
- Respect adjacent commercial and residential neighborhoods, and seek to strengthen them as revitalization takes place in the area.
- Promote range of housing types - single-family, multi-family, condominiums, lofts, etc.
- Protect the quality of life of residents/neighborhoods by mitigating impacts of traffic, noise, lights, construction activity, etc.
- Seek balance between the retail needs generated by ASU Scottsdale Center project and the needs of existing residents.
- Develop a strong marketing strategy and encourage amenities, including a hotel, that fosters a bond between the new project and existing residents and draws visitors and tourists to the area.
- Develop signage which is adequate to inform and enthuse, but do not create visual clutter or negatively impact residents/neighborhoods.
- Assist existing businesses viability during the construction period by protecting and maintaining access.
- The ASU Scottsdale Center site, formerly Los Arcos Mall, functioned historically as a community core and gathering place. Recognizing that fact, establish view corridors, into new project to draw people into newly-created public gathering spaces and retail.